

meta

Insieme • attraverso • oltre

Editorial

Irreverent. Yes, very much so!

“The very prerequisite for creativity is irreverence, irreverence and experimentation”, firmly believed musician and researcher Edgar Varese to the extent that this became the reason for his life and work.

Irreverence, creativity and innovation: all aspects of the same underlying theme generating change, which should involve pretty much all of us, consultants, managers, entrepreneurs and economists...

I still allowed myself to be tempted by curiosity and launched an Internet search through Google verifying that some 15,000 pages were found in relation to the word “irreverence”, 5,700 pages came up when associating the same word with “music”, 5,530 with “arts”, 4,670 with “culture”, 4,530 with “cinema” but only 745 pages were found when associating it with “communication”, 495 with “company”, 167 with “consultancy” and 166 with “management”.

The theme seems breaking: irreverence and creativity find ground within culture, music and arts while having very little significance for economy and business.

Yet we do agree that creativity and innovation are prerequisites for change and competition.

When investigating on how to activate such processes, we find that the best practices show plenty of irreverent behaviours: small entrepreneurs daring and challenging leading positions, organisation models winning thanks to their originality, company values being rewarded because far from the short-term profit logics, not to

mention intellectual professionals requiring acknowledgements against the oligopoly of ordinate set ups, the concept according to which the reference territory for professional activities coincides with the place where value is created rather than with the consultant’s legal offices – all examples of surely irreverent behaviours against Orders and bureaucracies, definitely in line with today’s needs. Companies are required to regain international market competitiveness without any support to developing knowledge and competency for intellectual professions: how not to react?

“Companies aiming at being modern and competitive within free markets can be hampered by a sworn enemy: scepticism. Sceptical people always end up their careers as cynical and no cynical person has ever changed the world: sceptical people can be helped by history boosting brave people” (La Cagnina).

For irreverence is the courage to keep going, to develop an intellectual condition ahead of a professional one allowing for listening, open-mindedness and innovation. This is something we need to be aware of, as Toni Brunello states in the article published in this issue, since “based on their competency alone, consultants are fatally... weak.”

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